



Media Release

Six in ten Ontarians want to increase the speed limit to 120 kph

Photo radar and zero tolerance key to acceptance

Ottawa, October 1, 2002 - A provincial survey of Ontarians released by polling firm SES Research indicates that a majority of Ontarians (58%) would support an increase in the speed limit on 400 series highways as long as it was accompanied by a zero tolerance policy backed-up by photo radar. The opinions of Ontarians were measured on a series of variables.

Adequacy of Speed Limit

Without a radar-enforced zero tolerance policy, support for increasing the speed limit drops to 47% while 50% of Ontarians described the current speed limit of 100 kph as adequate (3% were undecided). Interestingly, there is a significant difference of opinion between men and women. When asked whether the current speed limit of 100 kph was adequate or if the speed limit should be increased to 120 kph, 63% of men supported a speed limit increase while 65% of women disagreed and asserted that the current speed limit of 100 kph was adequate.

Increasing the Speed Limit with Photo Radar and Zero Tolerance

Support for increasing the speed limit jumps from 47% to 58% when photo radar and a zero tolerance policy accompany the change. However, support among men drops from 63% to 57% while the support among women jumps from 32% to 61%. "These results likely indicate that men are more likely to prefer an unrestricted increase in the speed limit. Likewise, there may be some residual negative perceptions toward photo radar among men," stated Nikita Nanos, Managing Director of SES Research. 31% of men in Ontario would strongly oppose the photo radar zero tolerance while only 24% of women strongly opposed the initiative.

Special Speed Limit for Trucks

Support for a truck transport speed limit 10 kph lower than regular cars was supported by almost seven of ten Ontarians (69%). Differences of opinion along gender lines were not



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as stark on this proposal. 71% of women supported speed limit 10 kph for trucks and 67% of men also supported the proposal.

SES's Ontario Omnibus Survey is conducted every four months. It is based on a random telephone sample of 500 Ontarians, 18 years of age and older and was conducted between September 10th and September 13th, 2002. The margin of accuracy for the survey is 4.5 percentage points, plus or minus, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Ontario voting populace.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm with offices in Toronto and Ottawa.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.

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QUESTION**Unrestricted Speed Increase**

Some people think that the current speed limit of 100 kilometers per hour on 400-series highways like the 401 is adequate. Others think that the speed limit should be increased to 120 kilometers per hour. Which of the two opinions best reflects your views?

QUESTION**Monitored Speed Increase**

Would you strongly support, somewhat support, somewhat oppose or strongly oppose an idea which would increase the speed limit on 400 series highways like the 401 from 100 kilometers per hour to 120 kilometers per hour if photo radar was introduced along with a zero tolerance speeding policy. In this situation, anyone caught going over 120 kilometers per hour would get a speeding ticket.

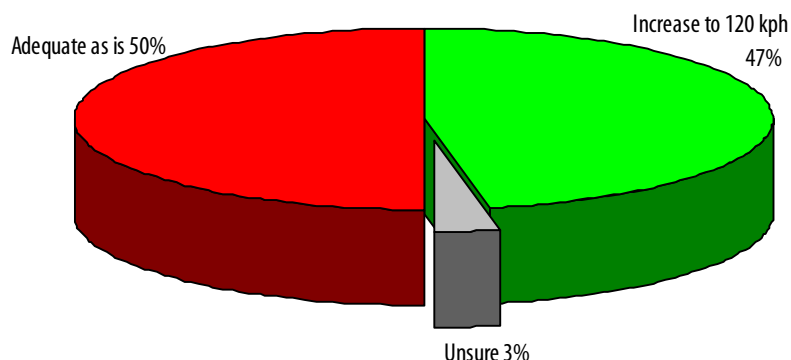
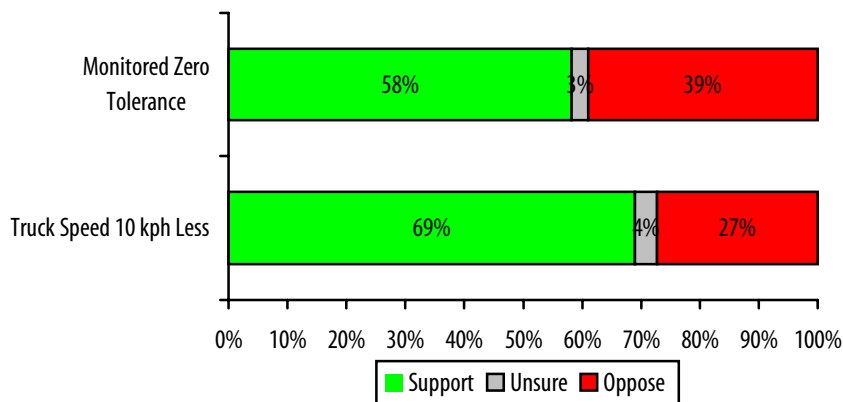
QUESTION**Truck Speed**

Thinking of our highways and transport trucks which are sometimes called 18 wheelers, would you strongly support, somewhat support, somewhat oppose or strongly oppose having a special maximum speed limit for transport trucks on 400 series highways like the 401 10 kilometers lower than regular cars?

THE METHODOLOGY

Between September 10th and 13th, 2002, SES conducted a total of 500 telephone interviews across Ontario with eligible voters. Aggregate results of the survey are accurate to within 4.5 percentage points, plus or minus, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of the voters of Ontario.

Support for unrestricted speed increase**Speed Options Tested****COMMENTARY**

Ontarians are split when asked about an unrestricted increase in the speed limit on 400 series highways from 100 kph to 120 kph. The concept of a speed limit increase linked to the introduction of photo radar and a zero tolerance policy increases the support for the speed increase to almost six of every ten Ontarians.

Seven of every ten Ontarians also favour a maximum speed limit for transport trucks on 400 series highways which are 10 kph lower than regular cars.

ABOUT SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

In order to maximize turn-around time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website www.sesresearch.com or contact:

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